



September 16, 2009

Dear Sir or Madam:

Announcing the Second Annual Howl'oween Parade of Pets!

On Saturday, October 24th, 2009 the Desert Recreation District and the City of La Quinta will host the Second Annual *Howl'oween Parade of Pets* at the La Quinta Community Center and Park.

The ***Howl'oween Parade of Pets*** is a day long celebration of children, families, and pets with a special Howl'oween twist. Between 10:00 am and 2:00 pm community information, business and service provider booths and vendors will be open to the public at the La Quinta Community Center at 77-865 Avenida Montezuma. Throughout the day guests to the event can have their picture taken with their pet, play some of the carnival games available at the park or compete in one of the costume contests for pets and their owners. We would like to have exhibitions/demonstrations by organizations that work with or serve animals and their families during the day. The Parade of Pets will begin at 10:00 am at the La Quinta Community Center and travel around the park loop return back to the Community Center.

On behalf of Desert Recreation District and the City of La Quinta, I would like to invite you to participate as a vendor and/or demonstrator in this extraordinary family event! Because you are a valuable member of the Coachella Valley community, we encourage you to display and/or sell materials and literature to the general public. This will be a great opportunity to promote you and your business. We are also looking for donors of prizes for the costume contests.

The event is free to the public and there is a vendor fee to display. We ask that you provide some kind of free item or service to the general public at the event; examples are: promotional water bottles, pencils, balls or offer a children's activity or game with a prize so that the children who attend the event will have something to remember your business.

There are a limited number of spaces available for this event so please register now. Standard spaces will be 10' x 10' and have no electrical or water access. **You will need to have your own pop-up canopy for shade at the event.**

The Desert Recreation District will have a **limited number of booths, each booth will cost \$25.00 and will include 1 table and 2 chairs.** If you would like to reserve a booth Pre-Registration is required. There will be no additional booths available on the day of the event. Tables and chairs will be setup prior to your arrival on the day of the event.

Please contact Karina Rodriguez, Recreationist at 760.342.7305 or email karina@desertrecreationdistrict.ca.gov to register or register online at www.desertrecreationdistrict.ca.gov. Registration deadline is Friday, October 9, 2009

Sincerely,

Karina Rodriguez
Recreationist
Desert Recreation District
760.342.7305



Brought to you by the *Desert Recreation District and the City of La Quinta*

Saturday October 24, 2009

10:00am-2:00pm

LOCATED AT:

LA QUINTA COMMUNITY CENTER PARK

(77-865 Avenida Montezuma, La Quinta)

This is a great opportunity to promote you and your business

REGISTRATION DEADLINE: FRIDAY OCTOBER 16, 2009

The booth cost is \$25.00 Desert Recreation District will provide 1 table and 2 chairs for each booth. It is recommended to bring a tent to shield your booth from the elements, this is an outside event. We ask that you set up your booth by 9:30am and tear down at 2:30pm. If you have any questions please feel free to contact Karina Rodriguez at 760.342.7305

MAIL THIS COMPLETED FORM TO:

Desert Recreation District, C/O Karina Rodriguez, 45-305 Oasis Street, Indio, Ca. 92201

FAX THIS COMPLETED FORM TO: **760. 347.3724 Attention Karina Rodriguez**

BRING THIS COMPLETED FORM TO: ***The Indio Community Center 45-305 Oasis Street, Indio, Ca, 92201***

Date: _____

Name: _____ Organization: _____

Address: _____ Phone: _____ Fax: _____

Email Address: _____ Contact Name at event: _____

Brief description of company/product:

Will you be selling your product(s)? ☐ Yes ☐ No (Appropriate permits & health certifications required)

Will you be giving out free samples? ☐ Yes ☐ No

☐ Yes, I would like _____ booth(s) for \$25.00

Total Amount Enclosed: \$ _____

Notes: _____

Please make checks payable to: Desert Recreation District